

**Washington State**  
**Quit Line Data Summary**  
 October 2002 vs. August, September & October 2003

	<u>Oct. 2002</u>	<u>Aug. 2003</u>	<u>Sept. 2003</u>	<u>Oct. 2003</u>
<b>Number of Calls to Quit Line</b>	<b>N = 1,357</b>	<b>N = 872</b>	<b>N = 1,009</b>	<b>990</b>
<b>Percent of Statewide Calls</b>	100.0%	100.0%	100.0%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	100.0%	100.0%	100.0%	100.0%
	<b>Oct. 2002 %</b>	<b>Aug. 2003 %</b>	<b>Sept. 2003 %</b>	<b>Oct. 2003 %</b>
<b>Gender</b>	<b>N = 1,199</b>	<b>N = 744</b>	<b>N = 907</b>	<b>N = 863</b>
Female	61.9%	64.9%	65.8%	61.4%
Male	38.1%	35.1%	34.2%	38.6%
<b>Race/Ethnicity</b>	<b>N = 995</b>	<b>N = 636</b>	<b>N = 771</b>	<b>N = 730</b>
American Indian/Alaskan Native	4.6%	4.2%	3.2%	2.7%
Asian/Pacific Islander	1.8%	1.6%	2.5%	1.5%
African American	5.6%	5.3%	5.3%	5.5%
Hispanic/Latino	2.7%	2.7%	1.8%	2.2%
White	85.2%	86.2%	87.2%	88.1%
<b>Age</b>	<b>N = 1,042</b>	<b>N = 690</b>	<b>N = 835</b>	<b>N = 787</b>
Less than 18 years old	2.2%	1.9%	1.1%	2.5%
18 - 24 years old	14.9%	15.5%	17.4%	15.9%
25 - 34 years old	23.2%	23.0%	23.7%	19.7%
35 - 44 years old	23.4%	24.9%	26.9%	27.2%
45 years and older	36.3%	34.6%	30.9%	34.7%
<b>Education</b>	<b>N = 1,017</b>	<b>N = 659</b>	<b>N = 803</b>	<b>N = 747</b>
Did not graduate high school	18.2%	20.2%	19.9%	18.9%
High school graduate	32.8%	31.7%	33.7%	35.6%
Some college/vocational school	34.9%	36.4%	35.9%	34.8%
College graduate	14.1%	11.7%	10.5%	10.7%
<b>Caller Type</b>	<b>N = 1,223</b>	<b>N = 787</b>	<b>N = 941</b>	<b>N = 895</b>
General Information	13.2%	10.4%	9.9%	10.9%
Health care provider	3.9%	3.8%	3.2%	4.2%
Tobacco user	82.9%	85.8%	86.9%	84.8%
<b>Payer Type</b>	<b>N = 694</b>	<b>N = 516</b>	<b>N = 627</b>	<b>N = 566</b>
Insured	37.8%	31.6%	27.8%	29.7%
Uninsured	29.8%	29.5%	31.1%	32.0%
Medicaid	32.4%	39.0%	41.1%	38.3%
<b>Heard About</b>	<b>N = 1,012</b>	<b>N = 638</b>	<b>N = 784</b>	<b>N = 758</b>
Past caller	7.0%	13.2%	13.8%	13.3%
Employer/worksites	0.7%	1.6%	1.3%	0.8%
Health care provider	24.9%	28.4%	32.0%	30.9%
Television	21.3%	15.4%	12.9%	15.0%
Outdoor advertisement (billboard/bus/wall)	9.4%	5.5%	4.6%	2.4%
Targeted mailing	1.6%	0.0%	0.0%	0.3%
Great Start	0.1%	0.0%	0.1%	0.1%
Radio	2.7%	0.6%	0.3%	0.3%
Newspaper/Magazine	3.2%	0.3%	0.6%	1.1%
Brochure/Newsletter	5.4%	2.7%	7.3%	9.2%
Family or friend	20.6%	26.6%	23.1%	19.7%
Health Department	2.9%	5.0%	3.7%	5.8%
School	0.3%	0.8%	0.4%	1.2%

Source: Washington State Department of Health  
 Tobacco Prevention and Control  
 Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.